

focus on
PRIDE

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STORIES of the SPIRIT

**Frances Worman, R.N., has had a healing
connection here since the day she was born**

From the day she was born at Allentown Hospital, Frances Worman, R.N., was touched by the healing spirit. Named after Frances Schaeffer, M.D., who delivered her in 1946,

Worman grew up with the sights, sounds and smells of the hospital—first as a child, then as a candy-striper, a student nurse and finally, a nurse.

Through it all, the legendary Schaeffer family made a lasting imprint on young

Frances. Her mother, Pauline, was a bookkeeper for both Robert "Dr. Bob" Schaeffer, M.D., chief of staff for 27 of his 57 years at the hospital, and his daughter, Frances, the first woman president of the medical staff. To little Frances, Dr. Frances Schaeffer was "bigger than life." "It was quite something for a woman to be a doctor in the 1940s," Worman says. "She had a commanding presence and demanded respect."

Frances Worman, R.N., recalls her candy-striper days at 17th and Chew, when glass syringes were used.

Continued on page 3



The Healing Spirit

Our physicians share our hungry spirit for the healing spirit and are partners in our mission here

Our healing spirit drives all that we do—it is our legacy from 100 years ago, and it lives today in the remarkable stories of patient care.

At the deepest personal level, each of us has a need, a “hungry spirit” for something more...for a sense of meaning and purpose in our life. As caregivers, we find fulfillment through supporting and caring for our community.

We are blessed with the extraordinary opportunity to heal, and this allows us to embody our “healing spirit.” Our healing spirit drives all that we do—it is our legacy from 100 years ago, and it lives today in the remarkable stories of patient care.

You’ll find people who share this spirit in all corners and at every level at LVHHN—and among those many faces are our physicians. They share our hungry spirit for the healing spirit and are partners and leaders in our mission here. Our friends, family and neighbors are fortunate to have access to physicians in every field of medicine, physicians who care deeply about the quality of care in the Lehigh Valley.

In a time of challenge, our physicians remain committed to finding new and better ways of doing things and taking our healing spirit to a higher level. Physician passion is all around us as are the initiatives championed for our patients. They enthusiastically support *Primum Non Nocere* (First, Do No Harm) projects and computer-assisted physician order entry (CAPOE) for patient safety. They work closely and collaboratively with nurses, technicians and therapists, and create a culture of respect through their teamwork and support of colleague honors such as nursing Magnet designation. They choose strong medical staff leaders who exemplify the very best qualities of physicians, who stand for compassionate, empathetic and dignified care and have guided us successfully through our journey here—and that speaks volumes about the values our physicians hold dear.

Our most recent president, Ed Mullin, M.D., speaks from his heart about our staff and supports reforms to ensure the best doctors stay right here to care for the people they know in the Lehigh Valley—not because he is a doctor, but because he has been a patient here. “Let me assure you we have something very special in this hospital and our medical staff,” he told more than 200 colleagues and community members at our annual meeting earlier this month.

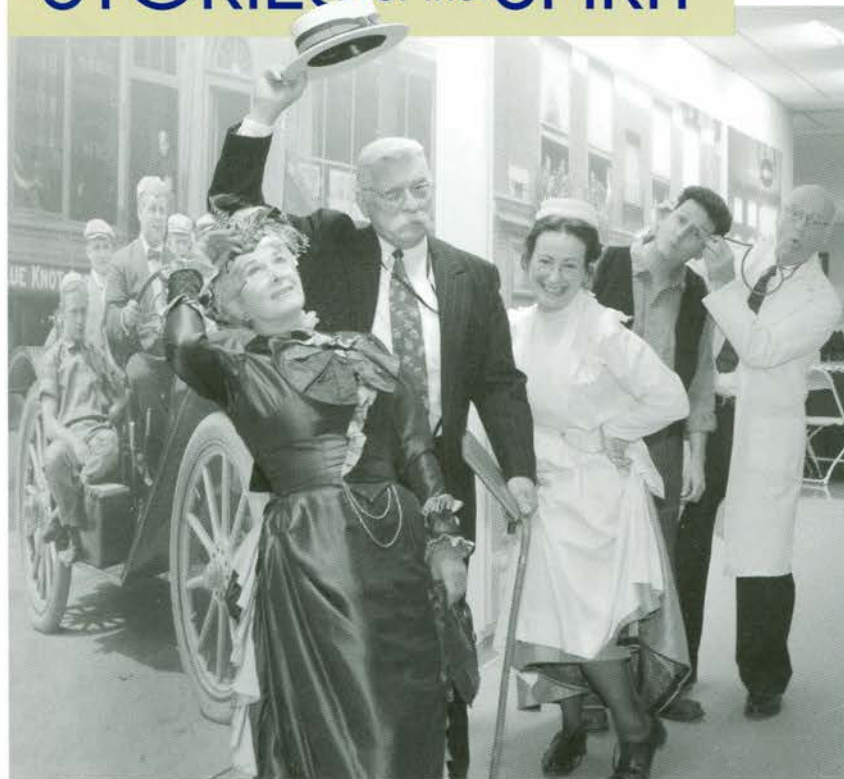
There is something very special about our healing spirit. We all know it and experience it every time we heal—every time we see a father spring back to health and back to his children after heart surgery, a mother recover from a brain tumor to see her son grow up, a child open his eyes for the first time after being traumatically injured in a car accident...

We have all been involved in remarkable stories like these, and we know that even the very best surgeon, therapist, nurse or chaplain can’t produce these great outcomes working alone. But we can feel fantastic that we all share a hungry spirit to make a difference, that we all want and need to be part of something bigger and extraordinary—and together, as a team with our physicians, we certainly are.

Lou Liebhaver, Chief Operating Officer

STORIES of the SPIRIT

Continued from page 1



Costumed actors brought historic figures from the past to life to celebrate the 17th Street renovations. Front to back are Mrs. T.H. Diehl (first auxiliary president), General Harry C. Trexler, Miss Alma M. Viehdorfer, R.N. (directress of the School of Nursing), Clinton Troxell (first patient) and Robert Schaeffer, M.D.

Then there was "Dr. Bob," who removed little Frances' tonsils and sent her home with instructions to eat lots of ice cream and Jello. Years later, Dr. Bob's son, C.D. Schaeffer, M.D., joined the staff, "always whistling a tune in the hallways. The Schaeffers were always there, taking care of people," Worman says.

Dr. C.D. Schaeffer even operated on Worman's father, who was hospitalized for nearly seven weeks with a heart inflammation. Worman was in seventh grade and would sit for hours in the big stuffed leather chairs in the Allentown Hospital lobby, doing her homework. She remembers the hubbub of the page operators, the lights that went on and off recording physician comings and goings, the antiseptic smells of ointments and dressings, and the hospital insignia inlaid in the tile floor. "Everything looked so big, but people were so kind to me and it was like home," she says.

Experiencing the healing spirit once again as a candy-striper inspired her to become a nurse and in 1964, she settled into a simple and cozy room in the Allentown Hospital School of Nursing. "Our refrigerator was the window sill," she laughs. "I had a cake there once and it fell, breaking my mother's favorite plate."

Life as a student nurse was demanding with rules, regulations...and curfews. "On weekends, we made a mad dash to sign in before the grandfather clock would strike and signal our curfew," she says. For the next three years, Worman divided her time between classroom studies and working on hospital units. Her favorite was W1 north, an all-male ward. It was a big, open room with beds in groups of six. Worman usually worked Christmas Day, but it was always a special time to be with the patients. Colleagues baked goodies and pushed tables together in a long row for a holiday feast.

Those memories are why Worman settled into a career here in 1967. Today, she is a "products nurse," teaching staff about new products that will improve patient care. "I'm a lifer," she says, her laugh echoing off the walls of the newly renovated lobby at LVH-17th and Chew. Then, as if to confirm that very sentiment, the old grandfather clock from the School of Nursing, chimes loud and clear. "I'll turn into a pumpkin," Worman says. "Got to go."

Some things never change.

Elizabeth McDonald

SUPPORT OUR DOCTORS: *Sign the malpractice reform petition to save your medical care*

Pennsylvania is known for its history and beauty, and now for its soaring malpractice insurance rates. The history and natural wonders are worth bragging about. The malpractice crisis isn't, but it's worth talking about.

Medical staff president and urologist Ed Mullin, M.D., is talking—LVHNN's premiums have risen from \$3.5 million to \$11.2 million during the last three years. It's not, he says, just a physician problem. If unchecked, patients will have reduced access to care.

"We see the impact in the Lehigh Valley now," Mullin says. "It's harder to recruit physicians, others have reduced services or are taking early retirement, and in some cases, we're losing physicians to other states."

Sign a petition for legislators in local physician offices, on LVHNN's Intranet www.lvh.com and on www.keepdocsinthevalley.org through Dec. 31. "Now that governor-elect Ed Rendell is looking into this issue," Mullin says, "it's prime time for you, your friends and family to make your voices heard."



Keeping Her SAFE

**Barbara Fadale,
R.N., helps in
healing victims
of sexual abuse
and getting their
abusers off the
streets**

It was a heart-wrenching case, as all of them are. A 15-year-old boy was on trial for allegedly raping a girl not yet in her teens. And there was Barbara Fadale, R.N., taking the stand as an expert witness for the first time in her 30-year nursing career.

"It was pretty scary," says Fadale, coordinator of the SAFE (*Sexual Assault Forensic Examiner*) program here. "The defense attorney tried to discredit and confuse me, but in the end, the medical evidence was overwhelming and the boy was convicted."

It was a bittersweet victory for Fadale, the young victim and her family. "I had mixed emotions because they were both juveniles, but I also felt good knowing I made a difference," Fadale recalls. "The conviction helped the girl understand that it wasn't her fault and, hopefully, the boy will get the help he needs."

Fadale, who spent her career at The Heart Care Group, came out of retirement in 2000 to become a SAFE nurse. Today, she dons a pager and gets called at a moment's notice to care for victims in the ED. She is part of a team of nurses in the Lehigh Valley trained to collect forensic evidence from sexual abuse victims, ages 12 and up. This year alone, the SAFE team has helped more than 60 victims. "Unfortunately, we're seeing more victims, and they're getting younger," she says.

With great sensitivity and uncompromising methodology, Fadale typically takes up to four hours to collect evidence and gently draw out the details of a victim's assault. She uses an 11-step rape kit to gather evidence such as fingernail scrapings, hair and saliva samples. She photographs cuts, scrapes and bruises with a special colposcope camera and places evidence in an envelope labeled with the time, date and examiner's name.

In the young girl's situation, the photos provided crucial evidence needed to win the conviction. Fadale will never forget the moment the verdict was read. "The father was this big burly man, and he literally broke down in tears," she says. "You could tell he loved his little girl with all his heart."

Fadale herself was deeply moved. "I'm glad I was there for that child," she says. "It made coming back after retirement worthwhile. I'm giving victims a fighting chance to be whole again."

Barbara Fadale, R.N., found a new specialty after retirement.

Want to get involved?

The SAFE program needs R.N.s, nurse practitioners and physicians to take the 40-hour SAFE course followed by clinical observation and practice. **Call Barbara Fadale at 610-402-8111.**

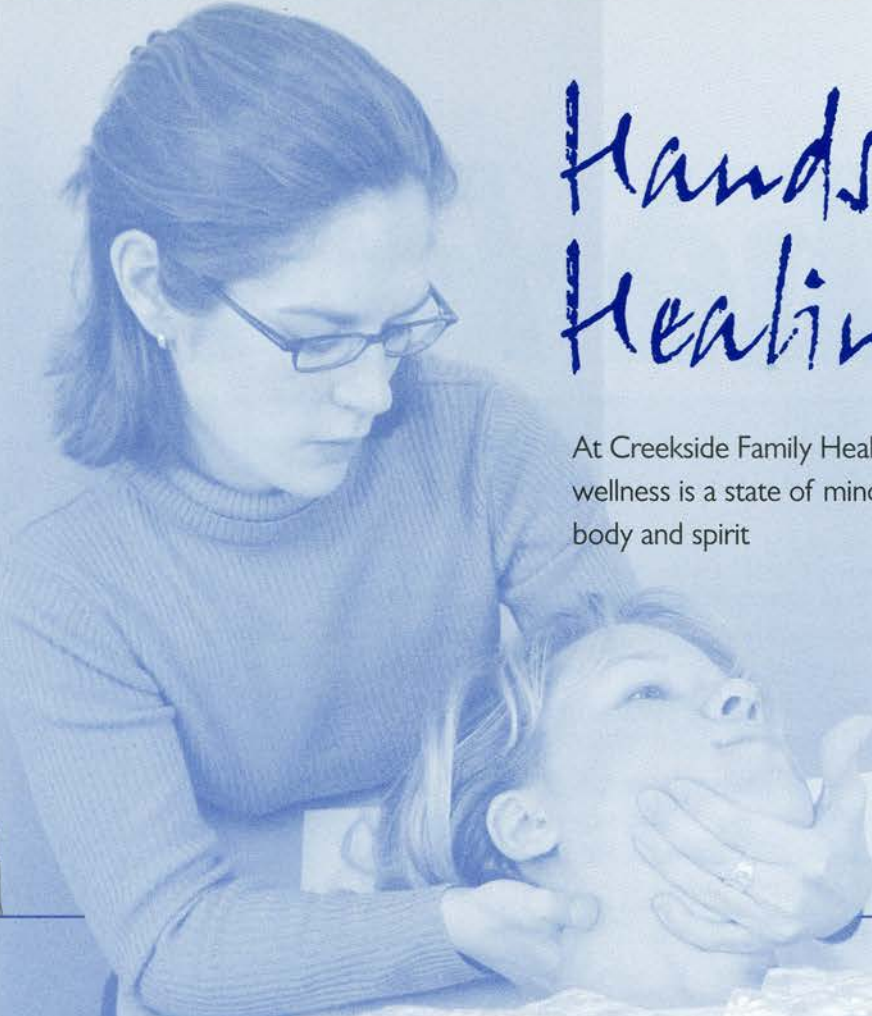
Elizabeth McDonald

Hands-On Healing

At Creekside Family Health, wellness is a state of mind, body and spirit



Lisa Caffrey, D.O.



Jennifer Derr, D.O.

The road to Creekside Family Health meanders past golden-hued fields and through a small town of old homes with pumpkins and dried cornstalks on the porch. Here, nestled in Forks Township between Stockertown and Easton, Lisa Caffrey, D.O., and Jennifer Derr, D.O., have set up practice in a close-knit community.

It's the perfect place for two women rooted in the hands-on tradition of osteopathic medicine, where the mind, body and spirit are intertwined like a tangle of woodland vines. "I love getting to know the patient and his or her parents, grandparents and the entire family," Caffrey says. "That's what family practice is all about."

Taking time to explore personal and family histories, Caffrey and Derr pick up on underlying issues that often are the causes of illness. Touch, too, is a cornerstone of osteopathic medicine, used to help diagnose and detect structural abnormalities. The pair gently manipulates and adjusts problem areas to promote healing and relieve pain.

They help patients through both traditional medicine and complementary therapies ranging from yoga and exercise to support groups, reiki (energy healing), accupressure, reflexology and herbal medicine. "We learn who our patients are on a cultural level and what's acceptable to them, and then gear treatment to what helps their spirit," Derr says. "We help people take control in managing disease and teach them the body's ability to heal itself."

One such patient did just that. Diabetic and obese, she was counseled to change her diet and exercise. Through self-determination and commitment, she lost 33 pounds and reduced her blood sugar to a normal level without medication. "She's healthier physically and mentally," Caffrey says.

Ever since she was young, Derr's own healing spirit was strong. "I always knew I wanted to be a doctor," she says. "I later discovered that osteopathic medicine meshed my own personal beliefs."

Caffrey's journey began after watching her grandmother die a difficult death from cancer. Caffrey was only 19, but she thought there must be alternatives to alleviating suffering. Years later, as a practicing physician, she found value in using reflexology and reiki to ease the suffering of her patients with chronic or cancer pain.

Whether caring for their own families or those around them, Caffrey and Derr practice medicine from the heart and soul. "We get such personal satisfaction and peace, and we love our patients," Caffrey says. "We're exactly where we're supposed to be."

Elizabeth McDonald

CREEKSIDE FAMILY HEALTH 610-253-5150
100 W. Uhler Road, Easton, Pa. 18040

The Ride of

SHERI RUSH DISCOVERED THE HEALING SPIRIT WHILE EXPERIENCING THE

Sheri Rush, director of web communications, eagerly awaited her test results. She already had a sinking feeling, remembering how the MRI technician's demeanor went from chipper to awkward after her scan. Rush had been getting headaches for years, her vision had recently become blurry and now she was lactating, even though she wasn't pregnant.

Something was definitely not right—but at 38, she wasn't expecting the ride of her life. "Sheri, you have a meningioma, a usually benign type of brain tumor," endocrinologist Larry Merkle, M.D., told her over the phone.

Without a moment to react, Rush heard a tiny gasp on the line. Her 6-year-old son, Tucker, had been listening. "I rushed to him and found him slumped on the floor," she says. "Mommy, does it have tentacles?" he asked.

Rush had to keep it together....for her little boy, for her parents, her sisters, her job *and* her life. But you could say her tumor did have tentacles—it was pushing on her optic nerve and pituitary gland, and wrapping around her carotid artery, putting her at risk for a stroke. "Not operable," the radiologist wrote on her MRI.

But this tumor had to come out—and neurosurgeon Mark Li, M.D., could do the job. When a patient's brain was dangerously swelling, Li removed part of the skull and stored it in the patient's abdomen for a month until the swelling was controlled. He saved another woman's life by dramatically lowering her body temperature and stopping her heart to repair a massive aneurysm.

Now, Li was reassuring Rush and her very scared son that everything would be OK. And Rush felt ready—until her pre-op testing. "I freaked out," she says. "I just wanted to grab onto life with both hands and not let it go."

She would do just that on a trip to Disney World with Tucker. "My great fear is roller coasters, and my son wanted to ride them all," she says. "I thought, 'If I can face this thing growing in my head, I can ride any roller coaster.'"

Grasping onto the handle bars on Space Mountain, Rush kept thinking, "This won't last forever." By the time her son was coasted-out, Rush's mantra was, "Let's take on the next one!" "That set my attitude for the journey I was facing," she says. "The day of surgery was filled with love and laughter."

She asked her anesthesiologist and nurse anesthetists to take an oath: "Have fun, have somebody stay by my side during surgery, and don't bump that tray that holds my brain," she laughs.



Sheri Rush and her little squeeze—her son, Tucker—live life with enthusiasm.



Her Life

ROLLER-COASTER RIDE OF A LIFE-THREATENING BRAIN TUMOR



Four hours later, Rush awoke in the surgical intensive care unit. Her tumor was gone, her family was by her side, and the chaplain prayed with her. She was pleased they didn't cut her hair and that her nurse woke her to watch "The Osbournes" as he had promised. On 6B, the nurses helped her shower and kept her company. The man who swept the floor always smiled and asked how she was feeling. And at post-op testing, she reunited with her favorite MRI technician who "gives injections that you can't even feel." "All those little things *really* matter," she says. "I'm really proud to be part of this organization."

Rush's own healing spirit is strong. In her six weeks of recovery, she reconnected with herself and found a new love in making jewelry. She recently hosted a show for colleagues with her signature line, "Beadecked." There was an outpouring of support and lots of purchases. "It was overwhelming," she says. "I never considered myself an artist."

But her most special moment was last Mother's Day, the day she promised her son she would be home. He served her breakfast in bed—jelly toast, water crackers, Teddy Grahams and orange juice. "Tucker is everything to me," she says. "I thank God and everybody at LVHHN that I am able to experience great things and watch my son grow up."

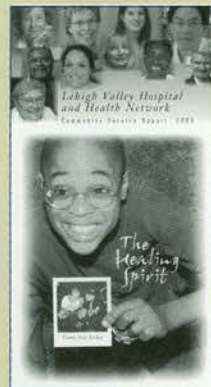
Pamela Maurer

The Healing Spirit Serving Our Community Through Outreach

The healing spirit fulfills our mission to heal, comfort and care for the people of our community every day. In fiscal year 2002, we committed time and space in our buildings to achieve that goal as well as nearly \$40 million to community service and outreach. Here's how:

- \$21.6 million in direct patient care
- \$12.6 million for professional and patient education
- \$3.3 million for partnerships with local government, schools and others
- \$2.3 million for community education and prevention

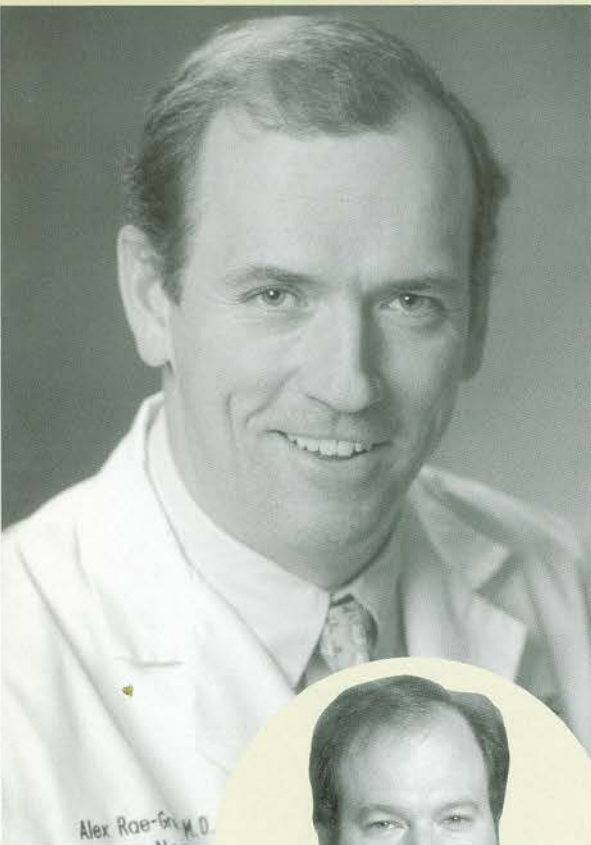
Read stories about patients and staff in "The Healing Spirit," LVHHN's community service report in the January/February 2003 edition of *Healthy You*.



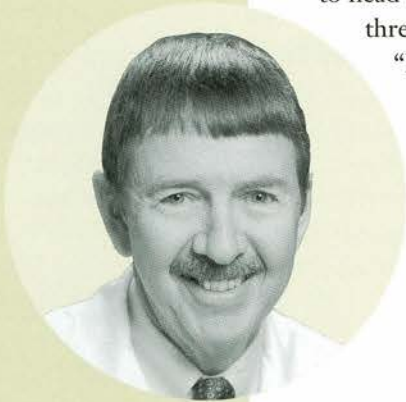
SH MOUNTAIN

Ensuring a Caring Culture

As incoming medical staff president, Alexander Rae-Grant, M.D., focuses on excellence, service and delight



Among the faces of the healing spirit are Alexander Rae-Grant, M.D., incoming medical staff president, Donald Levick, M.D., president-elect, and Edward Mullin, M.D., outgoing president.



Just before boarding a plane to a medical conference, Alexander Rae-Grant, M.D., saw a book that caught his eye: *The Art of Possibility* by Benjamin and Rosamund Stone Zander. "It focuses on ways to unleash people's capabilities by creating a nurturing environment," Rae-Grant says.

When the plane landed, Rae-Grant had read all 225 pages and saw a focus for his term as incoming LVH medical staff president. "Our job is to focus on positives and create an environment where all colleagues love to work," he says.

Rae-Grant knows about creating healing environments. As a neurologist, he connects with patients, asking about their hobbies and interests to learn more about the person's mind, body and spirit. He takes special care with multiple sclerosis patients and now heads the MS Center of the Lehigh Valley at LVH-Cedar Crest.

As medical staff president, Rae-Grant will focus on healing network-wide, emphasizing cultures of excellence, delight (as in "it's a delight to work at LVH") and patient service. Within each are clinical department goals: striving for *U.S. News and World Report* rankings, continuing CAPOE (computerized physician order entry) rollout and creating ideal patient experiences.

Each culture is backed by education, a hallmark of the medical staff leadership team called Troika. Its members—Rae-Grant, past-president and urologist Edward Mullin, M.D., and president-elect and pediatrician Donald Levick, M.D.—tap into each other's knowledge. Mullin, former president David Caccese, M.D., and medical staff services vice president John Hart mentored Rae-Grant for his current role. "There's a lot of on-the-job training," Rae-Grant says. "Ed Mullin set a nurturing tone, and having gifted leaders around you is a big plus."

During the next two years, Rae-Grant will continue many communication initiatives (biweekly e-mail notes to supplement Progress Notes, for example) that Mullin implemented. Mullin, meanwhile, will spearhead the drive for malpractice insurance reform (see page 3 for details). All the while, the team will mentor Levick. "It's an honor to advocate for both physicians and the community through health care's changing times," says Levick, who has worked with staff through CAPOE.

In 2005, Levick will be the first pediatrician to head the medical staff. Having physicians from three different disciplines on Troika is by design.

"It's important we see medicine a little differently," Rae Grant says, "to best serve such a large (1,200 members) and diverse medical staff."

Kyle Hardner



610-402-CARE
www.lvh.org

Learning to Be a Better Teacher



Elliot Sussman, M.D.,
hopes to learn more and share more in his new leadership role for the nation's teaching hospitals



Education is a cornerstone of LVHVN's mission, shown in this display at LVH-Cedar Crest, Anderson Wing.

It's Monday, and for Elliot J. Sussman, M.D., LVHVN's president and CEO, that means another welcome opportunity to connect with new employees at orientation. Sussman considers it a privilege to spend five hours each month "connecting" and "reconnecting" with new and long-time employees. It's all part of the teaching and learning that are embedded in the culture here and are critical in the physical and spiritual healing of our patients and their families.

Others are taking notice.

On Nov. 11, Sussman accepted the position of chair-elect for the Council of Teaching Hospitals (COTH). In November 2003, he will become chair of this organization that comprises 400 major teaching hospitals and health systems throughout the nation. "I am very excited and honored to have this opportunity," Sussman says. "This recognition is a testament to the many innovative things done at LVHVN to provide better care for our patients and community."

The work of physicians using amazing techniques and technology to save lives, the efforts of nurses in providing care that warrants national Magnet recognition, and staff achievements and acknowledgements that show they are making a difference in our community all help to earn this honor, Sussman says.

In his new role, Sussman hopes to bring issues important to LVHVN—medical liability, patient safety and medical education—to a national scale. As chair-elect, he will advocate for all major academic medical centers. They are largely responsible for the majority of tertiary care, clinical research, and undergraduate and graduate medical education in the U.S., he says.

Sussman enjoys his role interacting with residents and students as a preceptor at the LVH-17th and Chew medical residency practice. His academic appointment at Penn State's College of Medicine is a reminder, he says, of how much more there is to know. "Good teachers are constantly learning," Sussman says.

For him, learning was fostered as a child when he went to the library every week with his mother and older sister to search for interesting books. His father, a professor of dentistry at New York University, also took him to lectures when he was in elementary school. Those experiences made him want to know more

and taught him that there was always much more to learn. For Sussman and his colleagues at LVHVN, that learning continues every day. Research and education here are with one purpose—better patient care.

Brian Downs

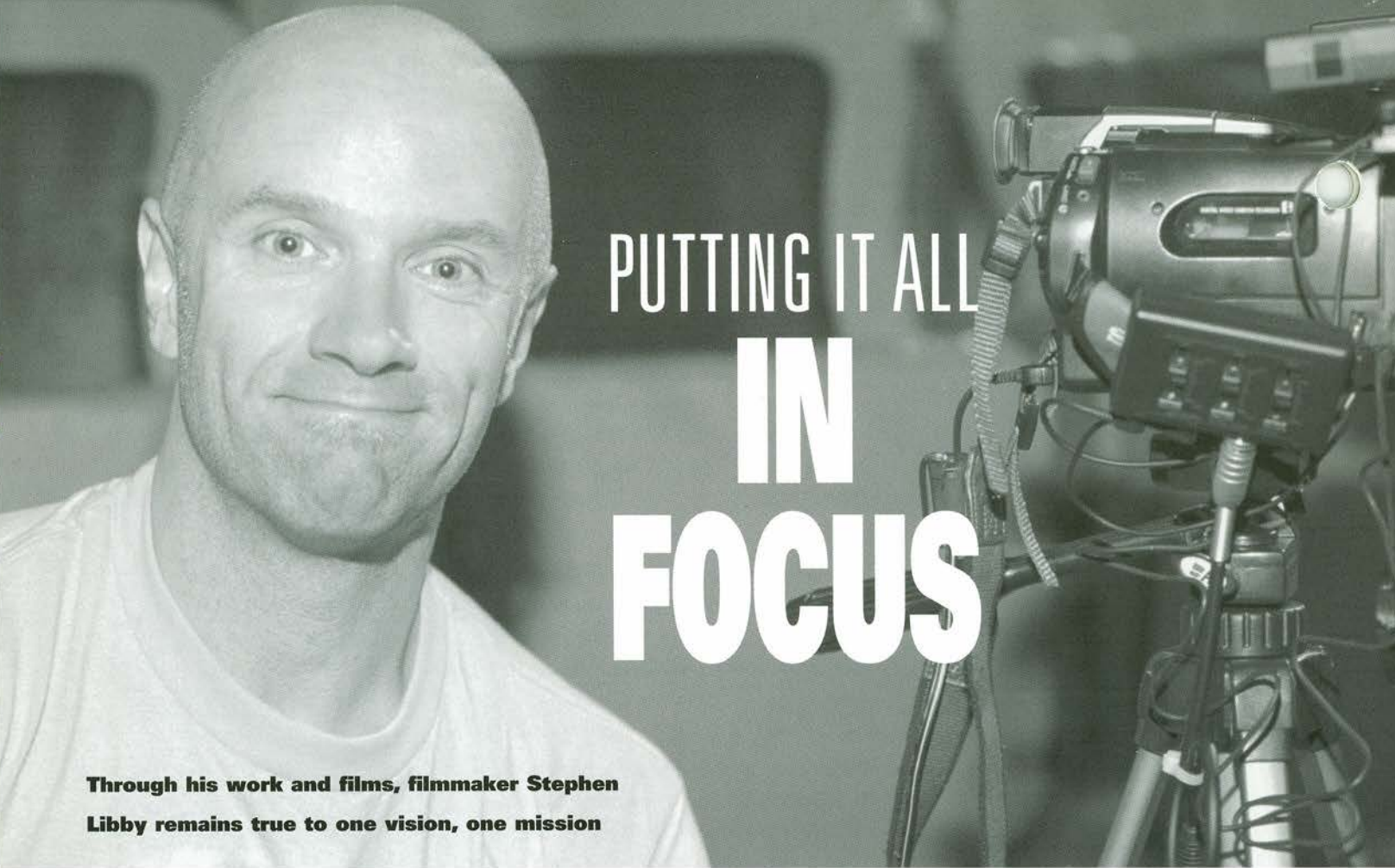
Teaching tomorrow's doctors.

**LEHIGH VALLEY
HOSPITAL
AND HEALTH NETWORK**

When it matters most.



This billboard on Route 22 reinforces LVHVN's teaching mission to our community.



PUTTING IT ALL IN FOCUS

Through his work and films, filmmaker Stephen Libby remains true to one vision, one mission

HIV/AIDS: 20 Years Later

will be shown **Sat., Jan. 11**

8 p.m. at The Theatre Outlet

29 N. 9th Street

Allentown

Ever since he was a youngster, Stephen Libby loved a good story and the people who inhabited those stories. “I was always the kid with the camcorder taping at birthdays, holidays, special occasions,” he says. “It was a creative outlet for me.”

Years later, Libby’s passion for people and their stories hasn’t waned. If anything, it’s become stronger, fueled by his profession as a clinical social worker in the emergency department at LVH–Muhlenberg, and as a documentary filmmaker. “I don’t think of myself as a filmmaker so much as a storyteller,” Libby says. “And the stories I’m interested in telling are those of people’s lives.”

For Libby, the most compelling stories are about some of society’s most underserved and misunderstood people. His film company, *One Vision, One Mission Productions*, is dedicated to promoting awareness and tolerance, something he himself practices in his work every day.

It was in 1998, while working toward his master’s degree at Marywood University in Scranton, that Libby’s filmmaking began tackling weightier subjects. His first film on gay and lesbian culture in the Lehigh Valley originated as part of his thesis. A second

documentary on the same subject followed and then a third, *HIV/AIDS: 20 Years Later*.

The loss of several friends to AIDS gave Libby the impetus to choose this last subject. He also believes there is a growing indifference about the virus. “Sympathy has turned into empathy, empathy into apathy, and apathy is dangerous, that’s why education is crucial.”

Education, whether with his patients, his friends, fellow social workers and even strangers, remains a cornerstone of Libby’s personal ethos. He sees exciting outreach possibilities with his films teaching diversity in schools and in businesses. And last March, *HIV/AIDS* previewed at a National Association of Social Workers, Pennsylvania conference, where the film was praised for its honesty and integrity.

Libby is grateful for the support he receives from his colleagues at LVHHN, who attend his openings and fund-raisers, and encourage him in his work. “When I interviewed for the job here, I was asked about my goals,” Libby says. “I told them I wanted to be a director. I don’t think they ever got that answer before.”

Libby has it all in perfect focus.

Lenora Dannelke

His Patients Say "Thank You"



Gregg Block

Sometimes he's speaking to an older woman about home care needs. Other times he's reassuring a patient facing nursing home placement, or addressing the needs of an out-of-town family looking for the best long-term care for a loved one.

He's always on the go, but LVH-Muhlenberg case manager Gregg Block takes extra time to offer comfort and connect with his patients. Those patients cherish his care and return to tell him about it.

One such patient, John Maul, 48, of Allentown, was facing a 10 percent chance of walking again. After Maul's discharge from LVH-Muhlenberg, Block convinced Maul to continue his rehabilitation at Manor Care, where he learned to walk anew. He's now living on his own, driving a car and caring for himself. "Gregg made phone calls for me, helped me fill out paperwork and encouraged me," Maul says. "He was my guardian angel."

Michele Peters, whose father needed hospital care, wrote a letter to spotlight Block. "I know my father's care was paramount in (Gregg's) decision making," Peters wrote.

The accolades are no surprise to Block's colleague, Jen Timar, R.N. "His care is a perfect example of how PRIDE creates positive patient outcomes," she says.

Joe Candio

Congratulations to December's Service Star Award nominees:

Wound Healing Center Staff, LVH-Muhlenberg

Nominated by Ginger Holko, R.N., Wound Healing Center director

Carolyn Suess, R.N., I/S CAPOE team

Nominated by Kim Szep, R.N., I/S CAPOE team

Sherry Jacob, Coffee Wagon, Jaindl Pavilion, LVH-Cedar Crest

Nominated by Nancy Eckert, R.N., research specialist, neurosciences

Want to Nominate a Star? Go to e-mail's bulletin board at **Forms_rewards**. Right click to "use form."

WORKING WONDERS

A Financial Meeting Led to a Great Idea

"There had to be a better way," Jim Ezrow thought to himself. But how to find it? Sometimes it doesn't take much digging. Ezrow's "better way"—a Working Wonders idea—became apparent after a financial meeting.

"We have the meetings on a regular basis," says Ezrow, "and it was there that I began thinking about finances, our patients and our hospital."

His thoughts centered around LVH-Muhlenberg behavioral health inpatients, most of whom need medication upon discharge. "But not all of the patients have insurance or can afford the medicine," Ezrow says.

Patients without insurance can apply for Medical Assistance to cover their hospital visit. Ezrow discovered that Medical Assistance will cover a patient's medications as well, thus allowing the hospital to receive reimbursement. "Tracking the reimbursements takes a lot of work," Ezrow says, "and that's where Jay Needle, LVH-Muhlenberg Health Spectrum Pharmacy manager, comes in. His guidance is invaluable."

The idea has already saved LVHHN \$19,488 and has the potential to save thousands more.

Joe Candio



Jay Needle (left) and James Ezrow saved almost \$20,000!

HOW WORKING WONDERS ADDS UP

- IDEA** Medical Assistance reimbursement for medications
- BY** James Ezrow, manager, psychiatric social work, LVH-Muhlenberg and Jay Needle, manager, Health Spectrum Pharmacy, LVH-Muhlenberg

ESTIMATED ANNUAL SAVINGS \$19,488

AWARD AMOUNT \$2,923

Have an Idea?

Submit it via e-mail's bulletin board at **Forms_LVH** or by clicking "Working Wonders submission form" on the Intranet (www.lvh.com).

PRIDE IN OUR PEOPLE



They've Got the Blues

LVH—Muhlenberg ED celebrity chefs (l-r) **Jean Losagio, R.N.**, **Brian Nester, D.O.**, and **Brian Melito, M.D.**, helped raise \$323 for an employee in need at the **2nd Annual Blueberry Pancake Bake-Off**. The LVH—Muhlenberg Auxiliary also sold baked goods.

Mother-Baby Outreach Is Tops

Outreach worker **Stephanie Jay**, Center for Women's Medicine, ensures Elba Castro's "Baby Bucks" go a long way for little Giovanni at the annual **Baby Bazaar**. Staff received the annual **Reaching Out Award** from the Pennsylvania Department of Health for community outreach.



United Way Exceeds Goal

LVHVN United Way co-chairs **Betty Anton** and **Don "Groovy" Hougendobler** reported employee pledges for the 2002 campaign topped \$285,000, exceeding LVHVN's goal by nearly \$3,200 and helping LVHVN earn the **United Way's Heritage Award** for increased support.



Reuniting With the Best

Former MICU patient **Phil Majerich**, **Janice Conrad, R.N.** (left), and **Lori Snyder, R.N.**, celebrate MICU's designation as one of the "top 11" best practices in the U.S. at a reception in the John and Dorothy Morgan Cancer Center.



Easing the Burden of MS

Research specialist and nine-year employee **Nancy Eckert, R.N.**, is a key resource at the new **MS Center of the Lehigh Valley**, where patients connect with physicians and the latest medical information. The center's resource room bears Eckert's name "in appreciation of her wonderful contributions," says neurologist Alexander Rae-Grant, M.D.



A Clear View

David Salatino, R.N., prepares for his next patient in LVH—Cedar Crest's new cardiac catheterization lab with new remarkable technology that supplies 10 times the image clarity. The lab is one reason why Solucient ranked LVH among the top 100 cardiac hospitals nationwide.



Internship Program Graduates 16

Matt Feller, R.N., was among 16 recent graduates of Lehigh Valley Hospital and Health Network's **critical care internship program**. Feller is now full-time in the emergency department at LVH—Cedar Crest.



Poster Places First

Diabetes educator **Joyce Najarian, R.N.** (left), and patient care coordinator **Kim Bartman, R.N.**, won first prize at the **Academy of Medical-Surgical Nurses' national convention** in Arlington, Va., for a poster on improving blood sugar management. LVHVN nurses presented eight posters and won two awards—**Sue Gross, R.N.**, and **Deb Lowry, R.N.**, were also winners.

If you have news or a story idea for **CheckUp**, submit your suggestion by the 20th of the month for publication in the following month to Donna Karen Bobo, public affairs, 1770 Bathgate, using interoffice mail or e-mail, or by calling 484-884-4819. LVHVN is an equal opportunity employer. It is our policy to recruit, hire, train and promote in all job classifications without regard to race, color, religion, age, sex, national origin, disability or veteran status. LVHVN's Affirmative Action Plan can be reviewed in the human resources office between 8 a.m. and 4 p.m., Monday through Friday. EOE M/F/D/V

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DECEMBER 2002 SERVICE ANNIVERSARIES

Congratulations to the following employees on their Dec. 2002 service anniversaries! *Thank you for your service to LVH/HN.*

40 YEARS OF SERVICE

Christine Faller
Nurse Staffing Office

25 YEARS OF SERVICE

Michael Holmes
Plant Engineering

20 YEARS OF SERVICE

Betty Attilio
Physical Medicine

Susan Deprill
Respiratory Therapy

Maria Dresen
Security

Constance Mueller
Housekeeping

Susan Rabe
Ambulatory Surgical Unit-PAP

Michelle Serfass
Respiratory Therapy

Tina Werkheiser
Managed Care-G&A

15 YEARS OF SERVICE

Gail Best
Radiology Admin.

Joyce Decker
Pre-op Staging

Terri Ferrizzi
Progressive Coronary Care Unit

Eileen Gleason
MEDEVAC

Kathleen Gower
Gynecologic Oncology Spec.

Michael Ramos
MEDEVAC

Janette Rehrig
Human Resources Administration

Tracey Sechler
Marketing/Public Affairs

Jack Seyfried
Pharmacy

Karen Vega
5C Medical/Surgical Unit

Jan Weaver
Ambulatory Surgical

10 YEARS OF SERVICE

Kimberly Breinich
Respiratory Therapy

William Leiner
Adult Psychiatry Unit

Richard Karluk
Info., Services Operations

Jeffrey Myers
Patient Transport Services

5 YEARS OF SERVICE

Georgette Beckett
Transitional Open Heart Unit

Robert Blausier
Hamburg Family Practice Ctr.

Heydi Brigantty
Acute Coronary Care Unit

Brenda Burkey
Hamburg Family Practice Center

Angelo Cavuoto
Info. Services Operations

Teresa Confer
Pediatric Unit

Diane Crouthamel
OB Maternal Fetal Medicine

Evelyn Fontanez
Casa Guadalupe

Barbara Gouzouasis
LVP Managed Care

Mary Greenberg
LVPBS-Hematology Oncology

Janet Griffin
Pharmacy

Frances Hartranft
TLC Full Care

Lori Hefele
Medical Records

Sandra Hernandez
Cardio Vascular Unit-2S

Traci Kressly
Case Management

Rosaline Malouf
Nursing Float Pool

Ann Mory
Patient Transport Services

Donna Naftzinger
Hamburg Family Practice Ctr.

Celia Pereira
OR Centralized Scheduling

Gail Petri
Medical Records

Cheryl Pifer
Human Resources Administration

Holly Reber
Hamburg Family Practice Ctr.

Barbara Reinhart
Hamburg Family Practice Center

Donna Rodriguez
Patient Accounting

Bonnie Schantzenbach
Home Care MSO Scheduling

John Semonich
Sales/Marketing Home Health Group

Cynthia Snyder
Cardio Vascular Unit-2S

Heather Utt
Hamburg Family Practice Center

Emily Vasquez
CWM Outreach

Betty Wagner
Hamburg Family Practice Ctr.

A. Wennerholt
Hamburg Family Practice Ctr.

Catherine Williams
LVH-Muhlenberg Float Pool

Joseph Williams
Housekeeping

MEET LEHIGH VALLEY HOSPITAL AND HEALTH NETWORK'S NEW PHYSICIANS

Family Practice



William Liaw, D.O.
Practice: Macungie Medical Group
Education: Moravian College; Philadelphia College of Osteopathic Medicine

Residency: Mercy Suburban Hospital



Wael Yacoub, M.D.
Practice: Whitehall Medical and Dental Associates
Education: University of Damascus, Faculty of Medicine

Residency: UPMC-McKeesport



Ludmila Janecka, M.D.
General Internal Medicine
Practice: Peters, Caccese Scott & Slompak—Allentown Medical Center
Education: Lafayette College; Georgetown Univ School of Medicine

Residency: Georgetown University Hospital

Medicine



Anuradha Maganti, M.D., General Internal Medicine
Practice: Practicing w/ Eric Schoeppner, M.D.
Education: Mysore Medical College

Residency: Geisinger Medical Center



Daniel Mascarenhas, M.D., Cardiology
Practice: Popkave-Mascarenhas Cardiology
Education: S.P. Chowgule College of the University of Bombay; Seth G.S. Medical College, King Edward Memorial Hospital

Residency: SUNY-Woodhull Hospital Affiliate
Fellowships: Saint Vincent Hospital; University of Massachusetts Medical Center



Arthur Popkave, M.D., Cardiology
Practice: Popkave-Mascarenhas Cardiology
Education: University of Pittsburgh; Temple University School of Medicine

Residency and Fellowship: The Hospital of the Medical College of Pennsylvania

Pediatrics



Dominique Bailey, M.D., General Pediatrics
Practice: Delaware River Pediatrics
Education: Moravian College;

Universidad Autonoma de Guadalajara
Residency: UMDNJ-Robert Wood Johnson Medical School



Diane Begany, M.D., Critical Care Medicine
Practice: LVH Pediatric Intensive Care
Education: University of Scranton; Temple Univ. School of Medicine

Residencies: Graduate Hospital; St. Christopher's Hospital for Children
Fellowship: Children's Hospital of Pittsburgh



Angela Camasto, M.D., General Pediatrics
Practice: Delaware Riv Pediatrics
Education: Cornell University; SUNY at Buffalo School of Medicine

Residency: Rainbow Babies and Children's, University Hospitals of Cleveland

A New Pharmacy at Cedar Crest!

A new larger Health Spectrum retail pharmacy will open for business in the Jaindl Pavilion
Pharmacy hours: Mon. – Fri., 7 a.m. – 7 p.m., and Sat. & Sun., 9 a.m. – 3 p.m.

An official grand opening celebration is planned for Fri., Jan. 17.

Join us for an open house 9 - 11 a.m. and 2 - 4 p.m. Refreshments and prizes!

Feature Film—HIV/AIDS: 20 Years Later

8 p.m. • The Theatre Outlet, 29 N. 9th Street, Allentown

Clinical social worker Stephen T. Libby, ED, LVH–Muhlenberg, wrote and produced the docu exploring the myths and realities of HIV/AIDS.

Read about Libby and his passion for people and their stories on page 10.

Make Your Meetings Better

8:30 a.m. – 4:30 p.m. • 1770 Bathgate, Conference Room 2

Join this interactive session to learn about problem solving, conflict resolution, facilitation a

E-mail Gwen.Rosser@lvh.com to register.

Make Your Nursing Voice Heard

Submit an essay, poem or photograph that celebrates caring for the annual Nursing Voice es Awards will be given to the top three entries in each category.

Send entries to Nursing Editorial Board, c/o Christina Stout, JDMCC, Suite 403.

Refer a Friend, Earn Holiday Cash

The referral bonus program lets you earn cash for referring people to work at LVHHN. You ca to \$2,000 depending on what position is filled.

Learn more by calling human resources at 484-884-4700.

Healthy You Is On the Air!

LVHHN's health magazine is now on PBS's *TEMPO!* news magazine.

Look for these upcoming episodes: Thu., Dec. 19 • 8 p.m. and Fri., Dec. 20 • 9 p.m.

Hear the story of Jack Callery, a Lehigh Valley man whose life was changed—and saved—by

Thu., Jan. 30 • 8 p.m. and Fri., Jan. 31 • 9 p.m.

Watch local people receive makeovers at the Youthful You Institute.

Blood Donor Drives

LVH–CEDAR CREST

Thu., Feb. 13 • 6:30 a.m. – 3 p.m.

Fri., April 25, Tue., July 1 and Fri., Sept. 5 • 6:30 a.m. – 4:30 p.m. all three days

To schedule an appointment, call 610-402-8899 within three weeks of the date of the dr

LVH–MUHLENBERG

Wed., April 2, Wed., Aug. 13 and Wed., Dec. 3 • 7:30 a.m. – noon all three days

To schedule an appointment, call 484-884-2229 within three weeks of the date of the dr

LVH–17th AND CHEW: *Dates to be announced.*

For more information, call 610-402-8180 or e-mail Kathleen.Mundt.

Employee Flu Vaccines

WALK-IN HOURS at EMPLOYEE HEALTH

LVH–Cedar Crest

(now located 1st floor, Jaindl Pavilion, behind barber shop)

Mondays 7 - 8 a.m. and 1:30 - 4 p.m.

Tuesdays 1 - 3 p.m.

Wednesdays 7:30 - 8:30 a.m.

Thursdays 1:30 - 4 p.m.

Fridays 7 - 8 a.m.

LVH–Muhlenberg

Mondays 1:30 - 4 p.m.

Tuesdays 9 - 11 a.m.

Wednesdays 2 - 4 p.m.

Thursdays 8 - 10 a.m.

Fridays 8 - 10 a.m.

LVH–17

Tuesda

7 - 8:30